

INSIGHTS FROM BIG DATA

HEALTH CARE INNOVATION AND VISIONING ROUNDTABLE

February 15, 2018

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Wellmark Perspective:

We manage what we measure.

Are we measuring the right things and
have the needs of our customers
changed?

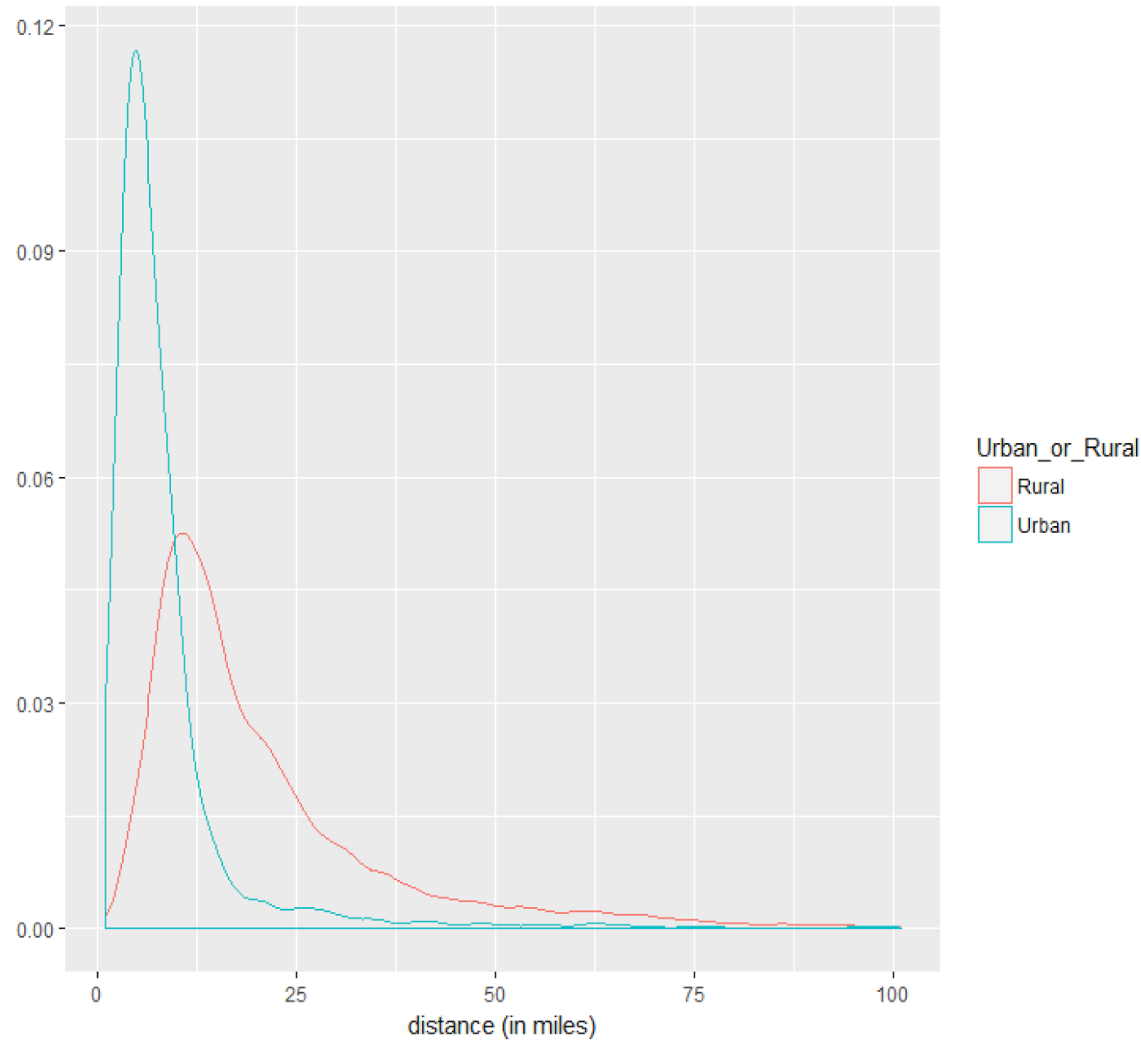


AGENDA

Population Health Learnings

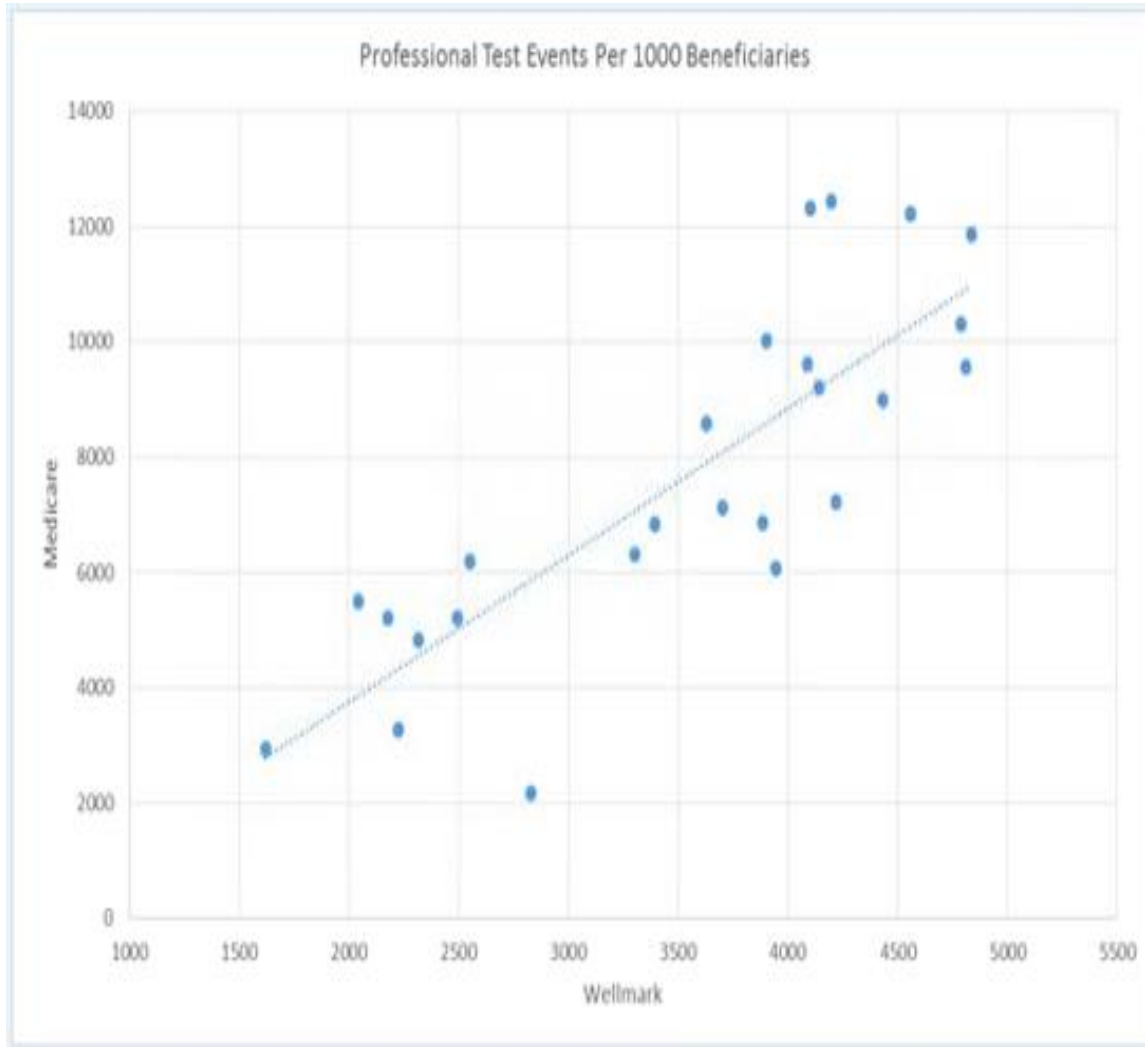
- Where you live and the structure of the provider network impact health outcomes.
- Social economic status impacts how people access care.
- Connection to a personal doctor impacts costs and quality of care.
- Understanding the family composition holds more importance than merely looking at an individual in the health care system.

WHERE YOU LIVE AND STRUCTURE OF THE PROVIDER NETWORK



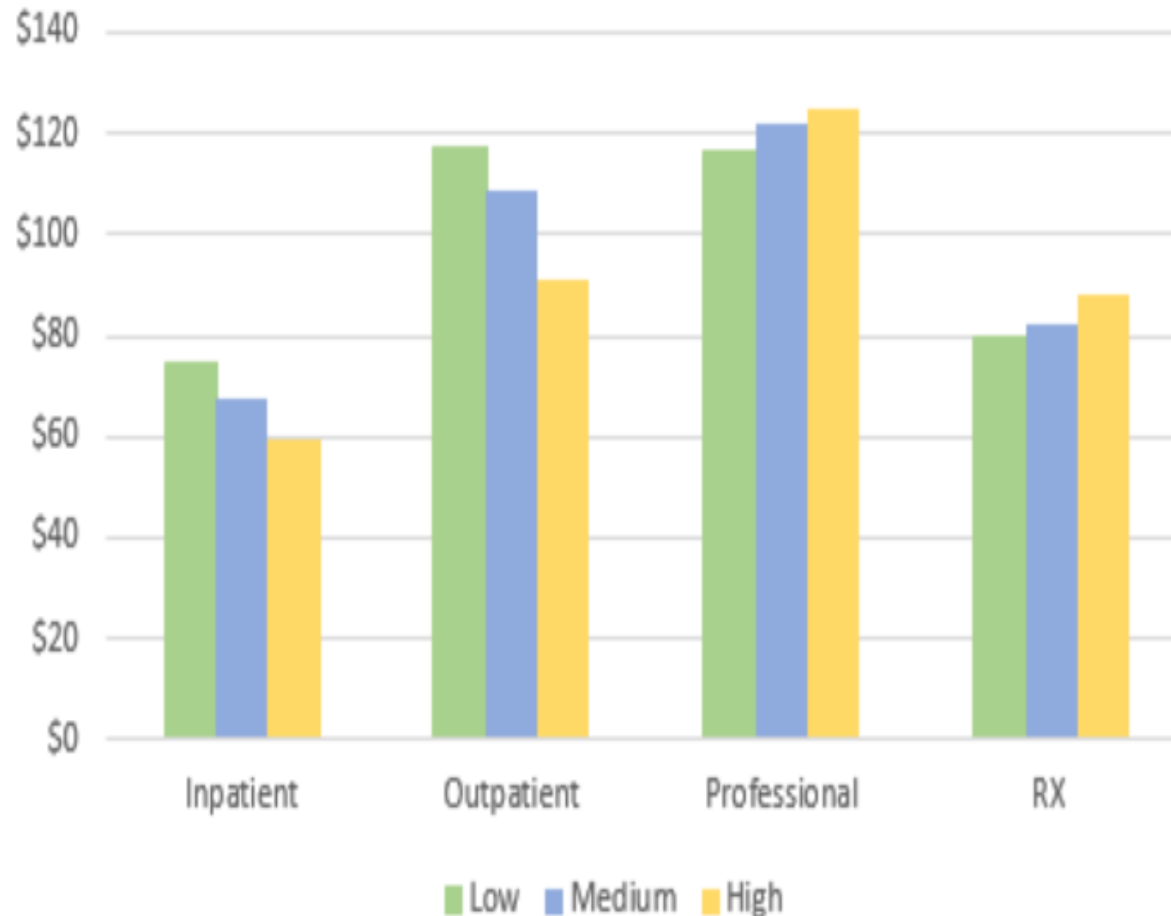
- Members in rural areas must travel further for care
- Travel distance affects the members use of healthcare services:
 - ER usage is higher in rural areas
 - Professional usage is high in urban areas

PRACTICE PATTERNS APPEAR TO BE PAYER AGNOSTIC



- Each dot represents utilization per 1000 members per year of the services within a county
- Strong correlation between commercial plan members' utilization of care and that of Medicare

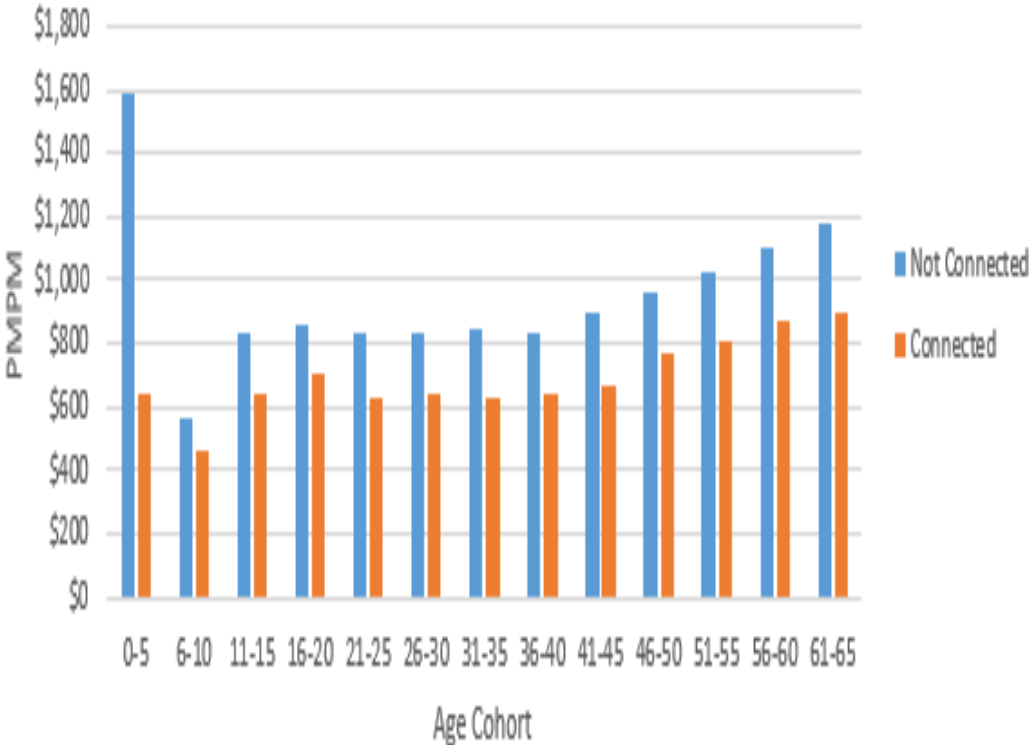
SOCIAL ECONOMIC STATUS (SES) IMPACTS HOW PEOPLE ACCESS CARE



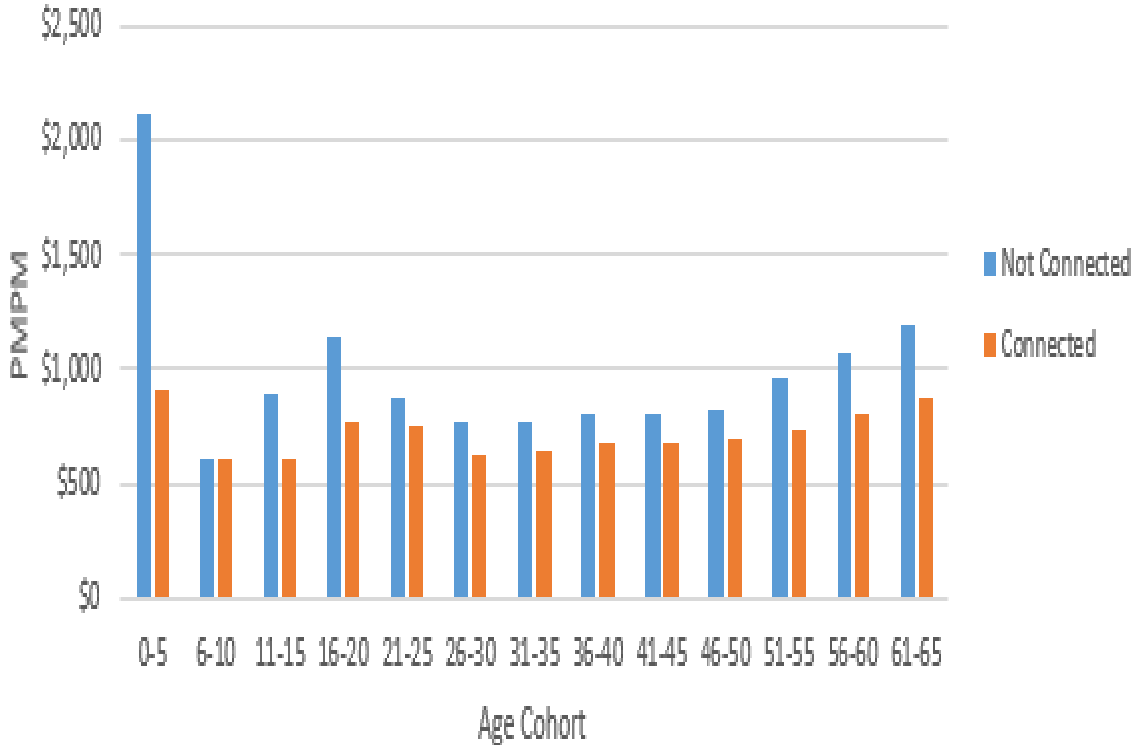
- SES is a clear driver of cost
- Lower SES people utilize more inpatient and outpatient services
- Higher SES people utilize more professional and Rx Services

CONNECTION TO A PERSONAL DOCTOR IMPACTS COSTS AND QUALITY

Connected vs Not Connected: Medically or Socially Complex w/o Support



Connected vs Not Connected: Complex with Support

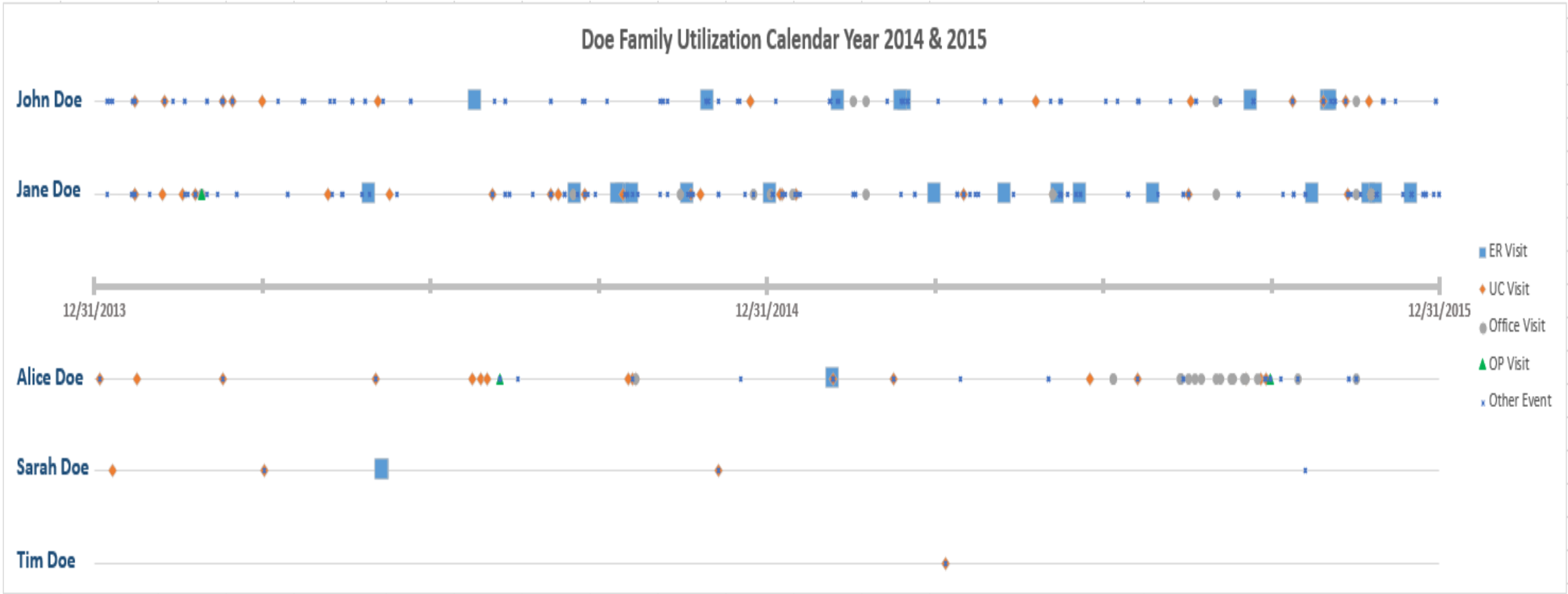


A FAMILY VIEW HOLDS MORE ANSWERS THAN THE INDIVIDUAL VIEW

				2015 & 2015 Utilization and Cost							
Name	(2015)	Gender	Relationship	IP Admits	OP Visits	ER Visits	UC Visits	Office Visits	Other Events	Distinct Drugs	Total Cost
Jon Doe	48	M	Spouse	0	0	9	14	4	216	29	\$17,080
Jane Doe	40	F	Employee	0	1	16	22	15	274	42	\$51,471
Alice Doe	18	F	Dependent	0	2	1	17	17	58	9	\$14,189
Sarah Doe	11	F	Dependent	0	0	2	3	0	6	2	\$1,913
Tim Doe	10	M	Dependent	0	0	0	1	0	2	2	\$93
Total	-	-	-	0	3	28	57	36	556	84	\$84,746

Name	2014 Chronic Conditions	2015 Chronic Conditions	2014 Persona	2015 Persona	2014 Connected	2015 Connected
Jon Doe	Mood disorders, Attention-deficit conduct and disruptive behavior disorders, Substance-related disorders, Esophageal disorders, Digestive congenital anomalies, Coronary atherosclerosis and other heart disease, Chronic obstructive pulmonary disease and bronchiectasis, Asthma, Schizophrenia and other psychotic disorders, Anxiety disorders, Residual codes; unclassified	Hyperplasia of prostate, Residual codes; unclassified, Attention-deficit conduct and disruptive behavior disorders, Mood disorders, Other nervous system disorders, Asthma, Chronic obstructive pulmonary disease and bronchiectasis, Coronary atherosclerosis and other heart disease, Esophageal disorders, Essential hypertension, Spondylosis; intervertebral disc disorders; other back problems, Substance-related disorders, Other liver diseases	Medically or Socially Complex w/out support	Medically or Socially Complex w/out support	Yes	Yes
Jane Doe	Cardiac dysrhythmias, Coronary atherosclerosis and other heart disease, Asthma, Anxiety disorders, Headache; including migraine, Mood disorders, Nutritional deficiencies, Other nervous system disorders, Other nutritional; endocrine; and metabolic disorders, Substance-related disorders	Cardiac dysrhythmias, Headache; including migraine, Mood disorders, Nutritional deficiencies, Other nervous system disorders, Substance-related disorders, Other gastrointestinal disorders, Asthma, Menstrual disorders	Medically or Socially Complex w/out support	Medically or Socially Complex w/out support	Yes	Yes
Alice Doe	None	Mood disorders, Other non-traumatic joint disorders	Complex Family	Medically or Socially Complex w/out support	No	Yes
Sarah Doe	None	None	Complex Family	Complex Family	No	No
Tim Doe	None	None	Complex Family	Complex Family	No	Yes

A FAMILY VIEW HOLDS MORE ANSWERS THAN THE INDIVIDUAL VIEW



Questions?

THANK YOU!

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